

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME ADVANCED SALES TECHNIQUES

COURSE NUMBER MKTG 4402 DATE January 1994

Prepared by Glenna Urbshadt Taught to Second Year

School Business School Business

Program Marketing Program Technical Sales and Marketing

Date Prepared January 1994 Option Business

Term 4 Hrs/Wk 4 Credits 3

No. of Weeks 9 Total Hours 36

Instructor(s) G. Urbshadt Office SE6 324 Local 451-6770

Office Hours As Posted

PREREQUISITES

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

1. To increase the student's understanding of what is involved in the field of professional sales.
2. To provide students with opportunities to practice selling techniques.
3. To improve students communications skills and abilities.

EVALUATION

This course ends at the Mid term break.

Final Examination	<u>25</u>	<u>%</u>
Mid-Terms	<u>0</u>	<u>%</u>
Projects	<u>15</u>	<u>%</u>
Cases	<u>10</u>	<u>%</u>

REQUIRED TEXT(S) AND EQUIPMENT

"Role Playing, The Principles of Selling," David Sellars.

PLEASE NOTE:

The attendance policy as outlined on page 7 of the BCIT School calendar will be enforced. Excessive absence will consist of missing more than one (1) lab for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the exam.

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Please note that there are numerous Sales text books available in the library. Students would be well advised to avail themselves of them.

COURSE SUMMARY

The Advanced Sales Techniques Course will focus on how to sell. The general emphasis will be towards "professional" selling and how to use the sales process to improve your performance.

Role-playing will be used extensively.

Also, guest lecturers will acquaint students with various types of selling jobs available and successful techniques used.

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered	References
	<u>LAB OUTLINE</u>	
2 Jan. 11	Prospecting. Pre-Approach & Approach/Role-Play Case	Chapters 4 and 5
3 Jan. 18	Presentation Techniques/Role-Play Case	Chapter 6
4 Jan. 25	Handling Objections/Role-Play Case	Chapter 7
5 Feb. 01	Closing the Sale & Customer Follow-up/Role-Play Case	Chapter 8
6 Feb. 08	Sales Maximizer — Hands-On Lab	
7 Feb. 15	Student Presentations	
8 Feb. 22	Student Presentations	
9 Mar. 01	Student Presentations	

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered	References
<p>2 Jan. 11</p> <p>3 Jan. 18</p> <p>4 Jan. 25</p>	<p style="text-align: center;"><u>LECTURES</u></p> <p>Introduction - Course Outline</p> <p>The purpose of the Guest Lecturers is to expose the students to a wide variety of selling approaches and techniques and to different sales jobs available.</p> <p>The Guest Lectures will be scheduled for each Tuesday in the two-hour time frame starting at 2:30 p.m. The format will be a talk by the Guest Lecturer, followed by a question and answer period.</p> <p>In order to ensure maximum student interaction, groups of students will be assigned to each Guest Lecture. One student will introduce the guest speaker (meet at my office prior), one will thank the guest speaker and group members will be responsible for leading off the question period. Marks will be given as part of "Laboratory and Participation" section of the course mark.</p> <p>In addition, a question on the final exam will be asked relating to topics discussed by each guest.</p> <p>Guest Lecturer - TBA</p> <p>Guest Lecturer - TBA</p>	

COURSE OUTLINE
(continued)

Week Lecture or Lab Number	Material Covered	References
5 Feb. 01	Guest Lecturer - TBA	
6 Feb. 08	Alumni Evening (6:00 - 8:00 p.m.)	
7 Feb. 15	Guest Lecturer - TBA	
8 Feb. 22	Guest Lecturer - TBA	
9 Mar. 01	Guest Lecturer - TBA	
10 Mar. 08	MID-TERM EXAM	

PROJECT - SALES PRESENTATION IN A CLASSROOM SETTING

VALUE - 15% of Term Mark (8% Written, 7% Oral)

PURPOSE - To practice selling techniques in a simulated 'professional' sales setting.

- PROCEDURE
1. Choose a product to sell (get instructor's approval). If possible, bring product to class. Catalogues, p.o.p., spec. sheets, flip charts, etc., should be used in the presentation as part of the demonstration.
 2. The FAB approach (feature, advantage, benefit) as outlined in Chapter 6 is the selling technique to be used.
 3. The Instructor will choose a class member as customer. They can take either of two approaches:
 - a. No, will not buy no matter what, or
 - b. Appears not to want to buy, but at the very last, does buy.

In either case, they must give a minimum of 3 objections, as techniques to overcome objections must be used in the presentation. (Class members must be prepared to give objections.)

4. You have an established appointment with the customer. You have been given 10 minutes to make your presentation as the customer has to leave promptly for a dentist's appointment.
5. Appearance, mannerisms, and attitude of a 'professional' salesperson should be exhibited.
6. Your presentation will be videoed so you can view it after.

FORMAT OF WRITTEN REPORT

A typed, formal report is due the morning of the day your presentation is scheduled.

To be included are:

1. Statement of sales call objectives.
2. Customer profile.

3. Customer benefit plan i.e. FAB.

4. Customer sales presentation (designate the selling technique you are using after it use in the presentation).

NOTE - Presentations will be scheduled during labs the weeks of February 15, 22, and March 1.

- All students will be given evaluation forms to mark all students in the oral presentations.

